

IN THE SPECIFICATION:

Please replace paragraph 30 on pages 13 and 14 of the specification with the following marked-up changes:

In general, the offer details 164 define who (e.g., the target consumer) must perform what act (e.g., use or agree to purchase specific goods or services) within what time (e.g., during the offer period) and at what location (e.g., at a specified merchant) in order to receive what incentive. Specifically, offer details 164 may include an offer identifier 165, an offer promotion identifier 166 (e.g., identification of a specific marketing campaign or promotion), an offer type 167 (e.g. the method of presentation, fulfillment, or redemption), a description of qualifying offerees 168, and definitions of terms, conditions or other constraints 169. Additional details may include a merchant name and/or description 170, trademarks and/or service marks relating to the target merchant or the target goods 171, merchant demographics 172 (e.g., name, address, telephone number, facsimile number, internet address, email address), offer category 173 (e.g., industry, retail, dining, shopping), offer sub-category (e.g., product, merchant), merchant type 174 (e.g., single-location, chain), geographic location 175 (e.g., country, region,[[,]] state, city, neighborhood, longitude, latitude, intersection, street address, zip code), target product or service 176, offers term 177 (e.g., start date/time, end date/time), display term 178 (e.g., display start date/time, display end date/time), key word(s) 179, SKU/UPC information 180, customer service telephone number 181, and an offer reference number 182. The offer details may further include any other data that would be helpful in identifying and characterizing offers to be sought by an offeror or an offeree and to be presented to that offeree 183 139.